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ABSTRACT

A survey was conducted to determine the postgraduate activities of the University of Hawaii-Manoa College of Business Administration Classes of August and December 1992. Data collected from these graduates by September 1993 relate to their employment status, geographic location of employment, type of work currently performing, methods of securing employment, and salaries. Responses to mailed and telephone surveys were received from 41 percent of the graduates (129 responses from a total of 318 questionnaires sent). Results of the survey showed 80 percent of the graduates were employed full time, 7 percent worked part time, 6 percent were unemployed and seeking work, and 7 percent were in graduate school. All but two of the full-time employees were working in Hawaii. Of the employed graduates, 43 percent had secured employment by graduation; the rest took a mean of 9 weeks to find employment. Median salary of the graduates who were employed full time was $20,000-$24,999 per year. Methods used to obtain employment included using the university placement office, going back to a previous employer, newspaper ads, and referrals by professors and advisors and family and friends. In anecdotal responses, graduates suggested starting the job search early, getting internship or work experience in their fields before graduation, and getting to know other professionals working in the field as helpful in obtaining employment. (The report includes four tables of responses; three appendixes listing graduates' positions and employers and their suggestions for obtaining jobs and improving the university, and two attachments of the survey letter and questionnaire.) (KC)

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November 1993

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TO THE EDUCATIONAL RESOURCES INFORMATION CENTER (ERIC)"

A Survey of Bachelor of Business Administration Graduates Classes of August and December 1992

ED 389 953

INTRODUCTION

In the summer of 1993, the University of Hawaii at Manoa (UHM) Career Placement Services office conducted a survey of Bachelor of Business Administration (BBA) graduates who received their degrees in August and December of 1992 from UHM. The primary objective of the survey was to assess the employment/career status of these graduates, that is, whether they were working, seeking work, or not seeking work. Secondary objectives of the survey included obtaining information on the job search strategies used by these graduates and their use of services offered by Career Placement, and soliciting advice and comments on their experiences in their job search and at UHM. This information would provide useful knowledge for other job seekers as well as those advising them.

This survey is the eleventh in a series of follow-up surveys of selected UHM graduates conducted by this office. Previous surveys which targeted graduates from the College of Business Administration include a survey of 1988 MBA and MAcc graduates; a survey of May 1987 BBAs with majors in management, human resources, international business, and marketing; and a survey of December 1986 BBAs with majors in accounting, finance, and management information systems.

METHODOLOGY

A survey questionnaire developed by Career Placement Services (CPS) was mailed with a cover letter and a stamped, addressed return envelope to all August 1992 and December 1992 BBA graduates in late July 1993 (see Attachments 1 and 2 for samples of the letter and questionnaire). Identification of these graduates and mailing labels were provided by the College of Business Administration's Student Academic Services office. After mid-August, follow-up calls were made to non-respondents with local phone numbers. For reasons including time constraints and manpower, calls were made to every third non-respondent rather than to each one. A total of 129 responses were received out of 318 graduates for an overall response rate of 41 percent.

All returned surveys were handled by one counselor who was responsible for data collection and analyses.

In the following sections, "Item" followed by a number refers to the corresponding numbered question from the survey questionnaire (Attachment 2).

RESULTS

A. RESPONSE RATES

A total of 129 responses out of 318[1] graduates made up the data base, for a 41 percent overall response. Responses were received from all majors represented in the two classes except for Real Estate majors. There were no Business Economic majors in the pool of graduates and this major is not included in discussions henceforth. Table 1 summarizes the responses, categorized by the major of the graduate. (Note: those with a double major were categorized into the major that was listed first on the graduation list provided by the College of Business Administration)

Also included in Table 1 are the percentages of each major in the survey population and in the respondent population. Majors have been abbreviated as follows: Accounting, Acc; Finance, Fin; Human Resource Management, HRM; International Business, IB; Management, Mgt; Management Information Systems, MIS; Marketing, Mkt; Real Estate, RE.

[1]Surveys were actually mailed to 320 graduates, but two were found to be in classes other than Aug and Dec 1992 and were not counted for the purposes of this survey.

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Table 1 Responses, By Major

Major	No. of Graduates	Percent of Survey Population	No. of Respondents	Percent of Respondents
Acc	105	33 %	43	33 %
Fin	66	21 %	24	19 %
HRM	22	7 %	14	11 %
IB	19	6 %	5	4 %
Mgt	22	7 %	8	6 %
MIS	24	8 %	11	9 %
Mkt	56	18 %	24	19 %
RE	4	1 %	0	0%
TOTAL	318	101 %	129	101 %

B. REPORTED STATUS

Item 1 - Responses to the question "What is your current employment/career status?" were as follows:

a. employed full-time 103
b. employed part-time 9
c. not working/seeking employment 8
d. not working/not seeking employment 9

Table 2 details information regarding the status of respondents.

Table 2 Status of Respondents, By Major

Major	No. of Respondents	Employed Full-Time		Employed Part-Time		Not Working & Seeking Employment		Not Working & Not Seeking Employment	
		N	Percent	N	Percent	N	Percent	N	Percent
Acc	43	36	84%	3	7%	2	5%	2	5%
Fin	24	17	71%	1	4%	4	17%	2	8%
HRM	14	12	86%	1	7%	0	0%	1	7%
IB	5	3	60%	0	0%	1	20%	1	20%
Mgt	8	5	63%	3	38%	0	0%	0	0%
MIS	11	10	91%	0	0%	0	0%	1	9%
Mkt	24	20	83%	1	4%	1	4%	2	8%
RE	0	na	na	na	na	na	na	na	na
TOTAL	129	103	80%	9	7%	8	6%	9	7%

Eighty percent of all respondents reported full-time employment, and respondents with majors in accounting, HRM, MIS, and marketing reported full-time employment at levels greater than 80 percent. Of the nine respondents (7 percent) reporting part-time employment, two also reported attending graduate school or earning additional coursework on a full- or part-time basis. Of the eight respondents (6 percent) who were not working and seeking employment, one was attending graduate school full-time while another was enrolled in additional coursework. Finally, four of the nine respondents (7 percent) who were not working and not seeking employment were attending graduate school on a full-time basis including two pursuing an MBA degree, one in a PhD program in business, and one in law school.

Out of the 103 reporting full-time employment, all but two were employed in Hawaii. The employers reported by those employed full-time and their positions held can be found in Appendix A, broken down by major.

The remaining information regarding length of job search, salary ranges, and strategies used in the job search are reported only for those indicating full-time employment.

C. LENGTH OF JOB SEARCH

Item 5 - Responses to the question "When did you secure this job?" were:

a. before/by graduation 44
b. after graduation 50

Five respondents did not report a choice, and another four indicated that they were in their second jobs. Respondents indicating that they had found their jobs after graduation were also asked to note how many weeks after graduation it took. Table 3 summarizes the responses on item 5.

Table 3, When Respondents Found Their Jobs

Major	Employed Full-Time N	By Graduation N	By Graduation Percent of Respondents	After Graduation N	After Graduation Percent of Respondents	Average Search Length After Graduation	Median Search Length After Graduation
Acc	36	22	61%	13	36%	11 weeks	8 weeks
Fin	17	5	29%	10	59%	8 wks	6 wks
HRM	12	2	17%	7	64%	17 wks	15 wks
IB	3	2	66%	1	33%	12 wks	12 wks
Mgt	5	4	80%	1	20%	12 wks	12 wks
MIS	10	3	30%	6	60%	10 wks	7 wks
Mkt	20	6	30%	12	60%	12 wks	12 wks
TOTAL	103	44	43%	50	49%	11 wks	9 wks

This data reported by the full-time employed show that 43 percent, or 44 out of 103, had secured their positions by the time they graduated. This compares with: the 36 percent of May 1993 BBA candidates who reported in an exit survey[2] that they had positions lined up prior to graduating or would continue with the jobs they held while a student; and the 36 percent and 59 percent, respectively, found from previous surveys of selected BBA majors from May 1987 and December 1986 who reported securing full-time positions by graduation. Fully one-half of those in this survey that had found their jobs prior to graduating were accounting majors.

Examination of the positions held by the 44 respondents who secured their jobs before graduating appear to indicate that, in large part, the positions were directly related to their fields and were entry-level professional positions.

Those who reported securing their positions after graduating (50 respondents, 49 percent) took an average of 11 weeks to do so, with a median of nine weeks. Overall, the type of employers and the positions that were reported appear to indicate entry-level professional positions in the respondents' fields. (see Appendix A)

D. REPORTED SALARY DATA

Item 6 - **"If employed full-time, please indicate your current gross annual salary range.**

a. under 15K c. 20,000-24,999 e. 30,000-34,999 g. 40,000-44,999
b. 15,000-19,999 d. 25,000-29,999 f. 35,000-39,999 h. over 45K

Salary range data were reported by 102 of the 103 employed full-time, resulting in a median salary within the $20,000 - $24,999 per year range. For the reported salary ranges for respondents in each major, see Table 4.

[2]Survey conducted by the Student Academic Services office of the College of Business Administration, May 1993.

Table 4, Reported Salary Ranges

Major	Employed Full-Time	< $15000	$15000 - $19999	$20000 - $24999	$25000 - $29999	$30000 - $34999	$35000 - $39999	$40,000- $44,999	> $45,000
Acc	36		6	11	12	7			
Fin	17	2	1	7	3	3	1		
HRM	12**		5	6					
IB	3			2		1			
Mgt	5		3	1	1				
MIS	10			4	4		2		
Mkt	20		7	4	4	3			2
Total	103	2	22	35	24	14	3	0	2

** Note - One respondent in this major did not report a salary.

E. JOB SEARCH STRATEGIES

Items 7 and 8 - Respondents were asked to indicate what avenues they had used in their job search, with more than one response possible. Out of the 103 respondents who were employed full-time, 101 answered this question. Graduates were also asked to point out which job search methods led to their job and other offers; 85 answered this question.

Responses for: **"Please circle each avenue used in your job search."**:

a. UHM Career Placement	51	e. newspaper ad	54
b. previous employer	23	f. public employment agency	7
c. referral by professor/advisor	8	g. private employment agency	9
d. referral by family/friend	31	h. other	54

and: **"...which did you find effective (i.e. led to your job/other offers)?"**

a. UHM Career Placement	22	e. newspaper ad	25
b. previous employer	12	f. public employment agency	2
c. referral by professor/advisor	5	g. private employment agency	5
d. referral by family/friend	25	h. other	18

The category for "other" job search avenues, as indicated by the respondents, included a variety of methods utilized. Some of the more common avenues reported were making direct contact with employers on their own, contacts made through club-sponsored or organization-sponsored activities, and participating in a club's resume book.

F. USE OF CAREER PLACEMENT SERVICES

Items 12 to 16 - These questions asked all respondents to indicate when they learned about CPS, how they learned about CPS, the services they made use of, the reason(s) for not making use of services, and the kind(s) of services they would have liked more of.

The data is presented in brief summary form:

a) the large majority of respondents learned about CPS during either their junior or senior year, with more indicating the senior year;

b) many indicated learning about CPS through multiple means, with the most common response being through faculty/friends;

c) most respondents who utilized CPS services used more than one type of service, with job mailings, campus interviews, resume reviews, and the resource library the more commonly reported services used;

d) two of the more common reasons for not making use of CPS services were that respondents already had jobs and that they did not need use of the services;

e) services that respondents would have liked more of included more campus interviews of more variety, more advertising of CPS at an earlier stage, and more or mandatory counseling and assessment assistance.

G. ADVICE AND COMMENTS OF THE GRADUATES

Items 18 and 19 - Responses to **"What advice would you offer current and soon to be graduating students in your major?"** and **"Please make comments on ways to improve the quality of UH and any other area of concern to you."** are included verbatim in Appendices B and C.

SUMMARY

To the degree that the percentages of respondents in a particular major are similar to the percentages each major constituted in the total survey population, we feel that the data and results presented reflect the status of these graduates for the August and December 1992 graduating classes of the College of Business Administration. Summarizing the main highlights gleaned from this survey, we found that:

- Eighty percent of all graduates were employed full-time, with the vast majority employed in Hawaii.
- Of the remaining 20 percent of graduates, it was equally divided, approximately, between those who were employed part-time, those seeking work, and those not seeking work.
- A major activity of those not seeking work was attending graduate school on a full-time basis.
- Forty-three percent of the graduates had secured their positions by the time they graduated.
- Those who secured their positions after graduating took an average of 11 weeks and a median of nine weeks to find their full-time employment.
- The median salary for the full-time employed was in the range $20,000 - $24,999 per year.
- Graduates utilized a variety of job search methods, with the more common methods involving the Career Placement office, referrals by family or friends, newspaper ads, and methods such as directly contacting employers and making use of club or organization activities including resume books and professional interactions.
- By proportion, graduates reported some job search methods more effective than others in leading to job offers, with referrals by family or friends appearing more effective than other methods.
- Most respondents learned about Career Placement during their junior or senior year, and those using services used a number of services.
- The variety of responses concerning advice included multiple instances advising that upcoming graduates:
  a) Start their job search early;
  b) Get internship or work experience in their chosen fields prior to graduating; and
  c) Get to know professionals and others working in their fields of choice.
- Comments on ways to improve the quality of UH and other areas of concern to respondents included comments on: increased awareness of CPS; the quality of teaching; closer attention to applying education to the "real world", including internships and more practical skills; and parking improvements.

Acknowledgements

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- the UHM College of Business Administration's Student Academic Services, in particular Assistant Dean Patricia Cleveland and Ms. Rona Ching, for identifying the graduates and for providing the mailing labels
- Dr. Joan Harms, Institutional Analyst, UHM Office of the Vice President for Student Affairs, for her advice.

Respectfully submitted,

Jon Ishihara

Jon Ishihara

Appendix A

Employers and Positions held, as reported by respondents who were employed full-time. Categorized by major.

ACCOUNTING

KPMG Peat Marwick	Tax Accountant
Broe Real Estate Services, Inc. (Colorado)	Property Accountant
CBI, Inc.	Accountant
JN Chevrolet	Account Payable Clerk
Arthur Andersen	Auditor
First Hawaiian Bank	Financial Analyst I
E.E. Black, Ltd.	Accountant
Department of Education	Personnel Clerk
National Credit Union Administration	Credit Union Examiner
Kwock & Yee CPAs, Inc.	Auditor
Deloitte & Touche	Tax Accountant
Nishihama & Kishida, CPAs	Staff Auditor
Coopers & Lybrand	Audit Associate
Stryker Weiner Associates, Inc.	Accounting Manager
Clay & Company, CPAs	Staff Accountant
HTH Corp./Pacific Beach Hotel	Accounting Clerk
UH-Manoa	Fiscal & Admin Support Specialist
Dunhill Temporary Systems	Assistant Accountant (temp)
KPMG Peat Marwick	Assistant Accountant
Bank of America	Adjustments Controller
Lee, Kim, & Lee, CPAs	Accountant
Gerald M. Miura CPA, Inc.	Accountant
KPMG Peat Marwick	Assistant Auditor
Arthur Andersen & Co.	Staff Accountant
KPMG Peat Marwick	Assistant Accountant
Ernst & Young	Staff Auditor
Matsuno, Fukuya & Co., CPAs	Accountant
Weyerhauser Paper Co.	Payroll Accountant
Coopers & Lybrand	Staff Auditor
Matsuyama, Niwan & Associates	Staff Accountant
Reg Baker, CPA	Staff Accountant
KPMG Peat Marwick	Accounting Assistant

PKF Hawaii	Assistant Auditor
Coopers & Lybrand	Associate Accountant
Gilbert Leong, CPA	Accountant

FINANCE

Lanier Worldwide	Sales Representative
American Savings Bank	New Accounts Counselor
Dean Witter	Account Executive
Oceanit Laboratories, Inc.	Accounting Manager
Small Business Administration	Loan Processor
GECC Financial	Financial Analyst
State of Hawaii	Pre-Audit Clerk
American Foreign Currencies Exchange, Inc.	Manager
Merrill Lynch	Sales Assistant
Bank of America	Associate Credit Support Officer
Piltz Electric, Inc.	Estimator/Job Manager
Alexander & Baldwin-Hawaii	Property Management Accountant
IDS Financial Services	Financial Planning Assistant
Software Dungeon	Technician
Xerox (& Kumai Realty)	Marketing Representative (& RA)
Biddle Erwin & Cabrinha, CPAs	Staff Accountant

HRM

US Dept. of Veteran Affairs	Personnel Clerk
Halekulani Hotel	HR Secretary
HMSA	Claims Examiner Trainee
Hawaii National Bank	Personnel Administration Clerk
U.S. Department of the Army	Secretary-Info Resource Mgmt & Plans
The Honolulu Medical Group	HR Administrative Assistant
Hawaii Federal Credit Union	PLAN AMERICA Coordinator
American Red Cross	Personnel Coordinator
Grand Wailea Resort, Hotel & Spa	Executive Secretary, HR
RCUH	Employee Benefits Technician
Halekulani Hotel	Banquet Waithelp

IBU

Hyatt Regency Waikiki

MEI Salons/Liberty House Hair Salon ..... Hairstylist

UHM ..... Fiscal & Admin Support Specialist

MGT

First Hawaiian Bank ..... Management Trainee

PRO Park, Inc. ..... Valet

National Mortgage & Finance Co. ..... Information Systems Manager

Yamato Transport ..... Customer Service Agent

Browning Ferris Industries ..... Sales Representative

MIS

Data House ..... Programmer

Island Insurance ..... Programmer/Analyst

National Mortgage & Finance Co. ..... Systems Analyst Programmer

First Hawaiian Bank ..... Microcomputer Analyst

Computer Science Corp. ..... Programmer/Analyst

Costco Wholesale ..... Hardlines Manager

Ke Ola O Hawaii ..... Technical Coordinator

Grant Thornton, CPAs ..... Management Consultant/Network Administrator

Hawaiian Island Creations ..... Information Systems/Distribution Center Manager

Decision Development Corp. (California) ..... Assistant Editor

IBM ..... Systems Engineer

MKT

Sheraton Hotels ..... Assistant to Director of Marketing

Halekulani Hotel ..... Concierge

Honolulu Fire Department ..... Firefighter

Ameron HC&D ..... Employee Relations Assistant

Fleming Companies, Inc. ..... Grocery Merchandiser

Waimano Training School & Hospital ..... Account Clerk

Starr Seigle McCombs ..... Account Coordinator

International Golf Marketing, Inc.	Admin Asst & Asst Event Coordinator
IBM	Mktg Support Rep/Communication Spec
Park Yim & Yu	Legal Assistant
The Equitable	Agent/Registered Representative
ABC Stores	Assistant Store Manager
Itallian Collections, Inc.	Co-Assistant Manager
New York Life	Agent
UHM	Clerk III
Special Events Hawaii, Inc.	Marketing Promotions Manager
Central Pacific Bank	Management Trainee
Kidani-Crudele	Legal Assistant
Monroe Systems for Business	Sales Representative
The Equitable	Registered Representative

Appendix B

Responses to "What advice would you offer current and soon to be graduating students in your major?"

Accounting

Get an internship position during junior/senior year. Great experience.

The graduating student should try to gain some working experience through on-campus jobs, and to try to study for the CPA examination before graduation. Employers are always looking for relevant work experience.

Start early. Make use of Career Placement Services.

Make a very professional looking resume, apply at many different jobs, do not give up!

Take a vacation before you start. Avoid working while going to school.

Maintain high grades (i.e. "A"). This is the most important bench mark to measure entry level accountants.

Take advantage of all the resources Career Placement has to offer such as counseling & resume review. Apply to as many positions relating to your field of study & don't be too picky.

Decide what kind of job you would like to get & begin looking ASAP.

Join the clubs & get to know the professionals. (As soon as you decide your major) This is especially important for the older non-traditional students.

Extracurricular activities such as joining clubs relating to major. Secure employment (part-time) related to major.

Join BAP or at least the accounting club. Meet the professionals thru events clubs sponsor before the semester you interview.

To definitely visit the Career Placement office before graduating.

Start planning ahead earlier.

Try to looking for jobs through as many avenues as they can.

There are jobs available that are not in public accounting. If you can't get into public keep an open mind and you will eventually get to where you want to be.

Start credential file. Have resume reviewed - very helpful.

Get involved in clubs. Don't just pay the dues. Get professional contacts. Develop your interpersonal skills!!!!!

Even if you're not interested in working for any of the job fair companies, go for the experience gained and information provided.

Utilize Career Placement Services fully.

I would advise them to take advantage of all the services CP has to offer to students.

To take advantage of the facilities of the Career Placement Services.

For any of the students who hold a job during their college years, I suggested them to get an experience within their major only.

Attend the resume writing workshop & take advantage of the resume review. But most of all, get active in school clubs! It'll open many doors - socially & professionally.

Use all possible avenues for job search.

Prepare for interviewing at least one year before graduation.

Start interviewing early to secure a job before graduation.

Get some work experience in your field before you graduate.

Make sure you really like your major. You may like your accounting classes, but you may not actually want to be an accountant. If you decide you do like your major, do the most to prepare yourself. Join BAP, study hard, get experience and make connections.

Join clubs & organizations to get more acquainted with the profession and the professionals in your major. You can learn a lot more about the "people-side" of accounting.

Start looking for a job before you graduate & be prepared to relocate.

Prepare the job search soon as possible, at least one year prior graduation.

Start early. See a counselor at least before your senior year.

Get experience if you can - internship, part time.

Campus interviews helpful.

Finance

Look for job in intended field of study before graduating. Intern! - get your foot in the door.

Start networking with community business managers/leaders as soon as possible.

Change your major to Acc or something else if you're not an aggressive person.

Really think about what you want to do for life. Then, go for it & do it. Think about UH as an employer, especially if you're already a student assistant. Good benefits, good entry salary.

Keep up w/ current news that affects the whole world. Work experiences will lead to more choices/options to fulfill your goals in life.

Start looking for a job early. Talk to professionals in your career interest and find out ways to make you more attractive to businesses (ex. volunteer work, classes in a related field, school clubs).

Take more computer and accounting classes if possible!

Utilize all possible avenues in their job search.

Do as many internships as you can!

Look for job opportunities as soon as possible if you're thinking about working soon after you graduate. Exercise as many options as you have.

Get out and get experience, on your own or intern program, before you graduate.

Apply for internships with companies you are interested in working for. (i.e. I interned @ present job for the summer of '91, then worked part-time till graduation. Was called back 1 mth after graduation, as a position was available.)

Take advantage of UH programs (Career Placement & CO-OP, etc.).

Use all available service offer by Career Placement. Have a good resume. Acquiring interviewing skills.

Gain work experience while you're in school to be more attractive to future employers after graduation.

Do internships. Practice interviewing questions/skills.

HRM

1. Get the experience before graduation. 2. Don't expect too much -- experience is crucial. 3. Consider the mainland. 4. Double major. 5. Consider the "demand of the job" before declaring a major.

Should start register with CPS during junior yr & aware of their service.

If interested in Federal Gov't employment, be willing to take temporary appointments, just to get "foot in the door".

Get on the job mailing list and talk with the career counselors regarding your resume and going for interviews.

Work on resume early, attend mock interview sessions, go to many interviews, develop confidence.

Try & get some on-the-job training by working p/t or internship before graduating.

Use CPS.

IB

Look for a job at least 6 months before graduation.

Utilize as much of the Career Placement Services offered. Take on internships or employment related to career goal prior to graduation.

Stay in school.

Start looking for a job before graduating.

Management

Utilize as many job-searching resources as possible. Although jobs are difficult to obtain lately, do not stop searching. If there are specific employers or industry which a graduate is interested in, actually visit the company and discuss employment possibilities with management.

Start looking for jobs early - don't give excuses - it is harder after graduation.

Choose your job/employer wisely - even if it means being unemployed for awhile - there are many dead-end jobs out there/ and/or limited selections.

Get experience, you will hear many NO's! Forget them all while seeking employment or looking for that career.

Secure job leads prior to graduation. The market is tight. Also, don't be too inflexible on the type of job you are offered - you have to start somewhere.

MIS

If planning to locate to mainland, important to know C and C++. COBOL is useless.

What helped most was counseling.

Keep up with the growing technology. If possible, go for internship. Be more technical; get a balance (not only mgt issues)

Start looking for jobs as soon as you can because it takes a while for companies to respond back.

Try as many avenues to seek for your preferred employment.

Search job market ASAP. Don't wait until it's too late!

Attend seminar ASAP. Get your resume current, even though you are not looking for a job.

Get an internship! Employers not only look for good grades, but they want experience. While earning my degree, I held 3 career related jobs - I learned so much, and it payed off! P.S. I'm definitely not a 4.0 student!

Marketing

Positive attitude. Be focused. Work hard and be persistent.

Apply & start working as soon as possible.

Start during your junior year in the job hunt. Intern, Intern, INTERN! This increases connections.

Get help from CPS early.

Get a job lined up before graduating - it's easier.

1. Begin your job search before graduation. 2. Be active in clubs & acquire leadership roles. 3. Be assertive in the interview! 4. Respond to job ads even if you are not entirely qualified.

Get as much experience as you can, clubs & organizations like Ad-2 provide a lot. Also consider interning. An internship provides lots of experience which employers want.

Start applying earlier than last semester of senior year.

I can't stress the importance of prior work experience enough! Being out of school and going for interviews are very difficult. Honestly, of the 5 job interviews I went on after graduating, not one asked me about my grades or my club activity. All they wanted to know about was my prior work experience. Luckily, with IBM on my resume I was able to get my foot in the door to tell my story. Many of my friends weren't so lucky.

Plan ahead! Begin searching for employment opportunities before graduation, but have FUN while you're still in school.

Get to know someone in the company you want to work in. Ask them for help.

Start sending out resumes soon. Don't wait or procrastinate till the last minute. There is a lot of competition out there. Prepare for interviews by practicing or attending Career Placement Services.

Intern for job experience. Start looking for a job 6 months prior to graduation. Accept only the one that will give you experience and provide a good training program.

Establish contacts in the business/major related field and network. Good way to start is through internships and becoming familiar w/ college counselors.

Try to get an internship or job in your major at least one semester before you graduate.

Sign up to do an internship one yr before they graduate. Sign up w/ Career Placement NOW.

1. Utilize the services offered & handouts (sample resumes, etc.). 2. Try and do internships. 3. Network with professionals.

Make use of career-related programs & services as soon as possible. Take advantage of off- campus employment and/or internships in your field of expertise. Don't rush into full-time employment unless you're absolutely sure of what you want to do.

Start interviewing early. Do volunteer work if possible. Shop around for a job, don't just take the first offer.

Get a job and get some experience. Grades are important, but experience is the key.

Appendix C

Responses to "Please make comments on ways to improve the quality of UH and any other area of concern to you."

Accounting

Publicize intern positions more.

UH may wish to more publicize the available services so that more students will know about them.

The libraries need to be remodeled and the computer systems updated.

Hire accounting and other business teachers who teach at night so that non-traditional students (students who work full time in the day) can attend and graduate from UH (instead of HPU).

The accounting major should be required to take more acctg courses (and less electives) to help prepare for the CPA exam.

Get better professors. Those who know how to teach.

Better counseling of students.

In the "real" world, communication and relationship skills are very important. There should be more workshops about "life" skills that help you when you're already on the job (i.e. How to deal with difficult people, office politics, getting along w/ co-workers, etc.)

Get better professors!!!!! They should be required to take speech & teaching courses. Modernize the college so we don't always have to stand in long lines (registration).

More incentives for private employers to come to UH for campus interviews.

It would be really helpful for all students if CPS could advertise their services in the Ka Leo once in a while (I don't recall seeing it if you have already done so), and if you would inform instructors & faculty to announce these services to their students (specifically to juniors & seniors) as well.

I believe that if you want students to attend classes you have to get them on campus first. The university needs to provide more parking, and at a more affordable rate.

The main improvement would be to increase student parking.

Finance

Offer more diverse courses.

Make students more aware of temporary job placements for credit or through clubs. Offer more such programs!

More parking space & prevent cheating in class.

Cheaper books. Not as much changes in books.

Marketing CPS to juniors & seniors needs to increase.

Unless students take initiative to investigate the various resources available to them, these valuable UH services will not be efficiently utilized. I wish UH resources & svcs were more widely known and communicated to students.

Solicit internships w/ companies & offer them to students.

Offer more courses to suit student requirements.

I feel that these services should be made readily accessible to UH students. I had no idea of there existence while at UH. Maybe I wasn't paying much attention to it or maybe I was never informed?

HRM

1. Provide students w/ the exposure to the work environment -- Business Night is not sufficient. 2. Offer a course in how to "find a job" (preparations needed).

Everything's been done smoothly.

Better counseling for 1st year students at UH. What classes they need to take for core and their major so they won't waste time and money taking unnecessary classes.

CPS: better trained staff, friendlier staff. UH: too much emphasis on theories, more practical classes.

Offer more evening classes so people could earn their degree while attending school in the evening & working during the day.

As I inquired with employers about job vacancies sent to me through CPS, some of the job closing dates had already passed. Perhaps employers could be more flexible since there is a time period between the date notices are mailed and the day we receive them.

IB

Need more career counselors.

More parking.

Management

The CBA could provide greater counseling efforts to help students become more informed about employers and the jobs they will be doing. There could be more emphasis on internships for interested students so they will become familiar with the work they may be doing after graduation.

Better training for actual jobs - not only book work.

Be more interactive w/ possible employers - produce potential candidates which are more ready for the job hunt/career.

Hire good teachers w/ actual experience who can appreciate watching a young mind learn and grow!

Attempt to provide more realistic perspectives to what the job market is like in "the real world".

MIS

More research should be done.

Quality of education should focus on what current skills students should acquire to be competitive with other students. For example, as an MIS graduate, I should have learned more computer programs and less of managerial skills that are forgotten as soon as you graduate.

Have ALL students employed on-campus. Take up better business-like attitudes and behavior. I am very surprised everytime I call a department on campus. There is about a 40% to 50% chance of conversing with a student helper who is very unprofessional on the phone line.

Somehow, expand services (i.e. more consulors) to reach more people. Show success stories to lure more students.

MIS curriculum outdated. Easy time with job because working. Suggest MIS students have practicum during senior year.

Marketing

Inform all student assistant, e.g. counselor asst, with proper direction and planning & the correct information. Train them properly. On many occasion, the student asst was unable to answer simple inquiries.

Have someone from Career Placement speak at classes about the services offered to students. The speakers could bring in former students who have found jobs through the use of Career Placement Services to encourage current students to take advantage of the placement services.

Provide support services to alumni, such as limited computer access at the library or BusAd - BusAd could possibly charge a monthly minimum fee for computer usage.

Have more practical on the job training opportunities for marketing majors.

If it were up to me I would make it a requirement for graduation that a CBA student have at least one semester work experience in their major - similar to the TIM internship program. At least this way the student is given the opportunity to gain experience in their major and add this to their resume. Another improvement to the CBA program is to get Hawaii businesses involved in the school curriculum. The Decision Science program (MIS) has linked with several HI businesses and developed a "hands-on" approach. A friend of mine was an MIS major ('92) and part of an upper division course was to visit Alexander & Baldwin's MIS dept. once a week. The MIS staff discussed whatever was taught that wk in the DS class so the students could see a "real world" application of the theory. This kind of cooperation with the UH is needed in all areas of the CBA program. Once you've graduated it's too late to say "I wish I did ___'. I feel that students are ill-prepared for the business world if all they know is theory. There has to be a program that joins Hawaii businesses with juniors & seniors graduating from the CBA. When it finally develops, it will be a win-win situation for everyone. Students will be better prepared for life after graduation and businesses will benefit from the experience they can bring with them to their new job. Thank you! I hope the CBA seriously considers this proposal.

Parking!!

Need better selection process for housing. Need to organize registration better.

Career Placement Services is a excellent place to get started towards a career. It help me a lot, especially with those interviews. Aside from the Career Placement Services I think the quality at UH must provide ample parking for student especially those that commute.

Counseling should be started in junior year. Reach more students and encourage participation!

1. Parking. 2. Teachers who continually get "bad" student evaluations, should be reviewed by their respective college administrator.

If possible, make students more aware of your services by sending flyers after they get a feel for the campus. When you let them know of your svcs before they enroll, they are less interested.

Classes need to follow a somewhat standard guideline for teaching. There is too much diversity in the teacher's formats, therefore leaving people to choose a class by what teacher is conducting the class. The MBA program should accept more students and not be so restrictive.

I always wondered if a satellite Career Placement office in CBA was necessary. The funding/resources needed to support the satellite office could've gone to making the main office better, and most of my friends ended up going to the main office anyway.

Get more quality companies, and offer some intern programs for graduating seniors.

TIM

TIM school counseling services is excellent in actively meeting students after being accepted into the college. The student services office is extremely helpful and eager in assisting students find employment while in school and after graduation. Personal counseling is most helpful in identifying goals.

Attachment 1

University of Hawai'i at Mānoa

Career Placement Services
2442 Campus Road • Honolulu, Hawai'i 96822
Telephone: (808) 956-8136 • Facsimile: (808) 956-5076

July 21, 1993

Dear

Greetings from Career Placement Services. We sincerely hope that you are well and settled into life after earning your bachelor's degree from UHM.

Our office is conducting an employment survey of members of your graduating class in the CBA, and we are asking for your help. Please take a few minutes to read this letter and complete and return the enclosed questionnaire in the stamped envelope provided for you.

Your participation in this survey is very important. The data gathered will assist our office in continuing to improve on and provide relevant, up-to-date service to our students and alumni. Your responses on your career status and on the other sections of the survey will ultimately benefit the entire UH community, and perhaps even be of tangible benefit to yourself. Please be assured that your individual identity will **not** be used in any manner except to identify non-respondents, and that your responses will only be reported in summarized and tabulated formats. Confidentiality will be maintained by allowing only Career Placement staff access to your returned survey.

We look forward to your participation and to receiving your response. If you are able to spare a few minutes, please complete the survey now and send it out. If possible, we ask that you complete and return the survey by August 13, 1993. **We thank you in advance for your cooperation and your valuable input.**

As a last note, be advised that as an alumnus you are eligible for services at Career Placement should you so desire. Please visit or call our office at (808) 956-8605. Best wishes.

Sincerely,

Jon Ishihara
Career Counselor

Enclosures

An Equal Opportunity/Affirmative Action Institution

Attachment 2

University of Hawaii at Manoa
Career Placement Services
2442 Campus Road
Honolulu, HI 96822

Survey of Business Administration Graduates
Class of 1992

Instructions: Please complete the following items. Individual entries will be treated as confidential and reported in summary form only. Please complete and return by August 13, 1993.

Name: _____
(first, middle initial, last)

Mailing Address: _____

_____

Telephone: _____ Grad Date: _____

Please circle your major(s) in the BBA program.

a. Acc	d. HRM	g. MIS	j. Other(specify)
b. Bus Econ	e. Intl Bus	h. Mktg	_____
c. Fin	f. Mgmt	i. Real Estate	

Section I

*1. **What is your current employment/career status?**

a. Employed full-time (30 or more hrs/wk)
b. Employed part-time (less than 30 hrs/wk)
c. Not working and seeking employment (go to Section II)
d. Not working and not seeking employment (go to Section II)

*2. **What is the name of your employer?**_____

*3. **Where are you employed?** (City & State/Country)_____

*4. **Please state your job title and principal functions/responsibilities.**

_____

_____

*5. **When did you secure this job?**

a. Before/by graduation
b. After graduation (How many weeks after?____)

*6. **If employed full-time, please indicate your current gross annual salary range.**

a. Under 15K	c. 20,000-24,999	e. 30,000-34,999	g. 40,000-44,999
b. 15,000-19,999	d. 25,000-29,999	f. 35,000-39,999	h. over 45K

*7. **Please circle each avenue used in your job search.**

a. UHM Career Placement
b. Previous employer
c. Referral by Professor/Advisor
d. Referral by Family/Friend
e. Newspaper ad
f. Public employment agency
g. Private employment agency
h. Other (specify_____)

*8. **Of the above job search methods that you used, which did you find effective (i.e. led to your job/other offers)?**

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Section II

*9. **Are you currently attending graduate/professional school or earning additional coursework?**

a. Yes, full-time b. Yes, part-time c. No (skip to Section III)

*10. **At which institution are you enrolled?**

_____

Name of School Location (City & State/Country)

*11. **Please name the degree and major/discipline you are pursuing.**

_____

Section III

*12. **When did you learn about Career Placement Services?**

a. Frosh b. Soph c. Junior d. Senior e. Graduate/Now

*13. **How did you learn about Career Placement?**

a. UH catalog c. CPS class presentation e. faculty/friends g. other please indicate _____

b. Ka Leo d. CPS flyers/posters f. clubs

*14. **What service(s) did you use? Circle all that apply.**

a. counseling c. job mailings e. campus interviews g. credentials i. other (fairs, seminars, etc.)

b. workshops d. resume review f. resource library h. publications/handouts j. none

*15. **If you DID NOT make use of any service, what was the main reason for this?**

a. not aware of CPS b. no time c. already had job d. did not need e. other _____

*16. **What kind(s) of service would you have liked to see more of?**

*17. **Would you like to register with Career Placement Services?**

a. Yes, please send me the forms b. No

Section IV

*18. **What advice would you offer current and soon to be graduating students in your major?**

*19. **Please make comments on ways to improve the quality of UH and any other area of concern to you.**

Thank you very much for your cooperation. Please return this questionnaire in the envelope provided.